

MERCER ISLAND SUMMER CELEBRATION!



PROJECT DETAILS

- Target Audience: All Ages
- Anticipated Attendance: 10,000+
Community Reach: 25,000+
- Location: Mercerdale Park & Luther Burbank Park
- Date & Time: Saturday, July 9
10am - 11pm
- Family Entertainment
Musical Concerts
Food Trucks
Fireworks Show

JULY 9, 2022

Mercer Island's Summer Celebration is back and focused on reuniting the Mercer Island community! This largest one-day event for the Island will take place on July 9, 2022 at two locations - Mercerdale Park & Luther Burbank Park, with elements of musical and family entertainment, food vendors, festivities and fireworks show! While this year will look a bit different than year's past, we know the importance of brining the community together again for a great celebration.

Sponsorship opportunities with The City of Mercer Island maximizes exposure to the residents of Mercer Island and show your support to the community.

SUMMER CELEBRATION!

SPONSORSHIP BENEFITS



PRESENTING \$20,000

(MAX. SPONSOR - 1)

- Summer Celebration Presented By: Sponsor Name
- Premier sponsor of largest, one day event on Mercer Island
- Sponsor predominantly featured in the city's marketing and communications plan for this event
- Event spotlight in the City Manager's Council Report
- Logo on festival staff t-shirts as produced
- Sponsor name/logo featured in paid social media boost
- Name/logo in all print marketing opportunities (i.e. schedule, posters, official guide, All-Island Mailers)
- Ad in Mercer Island Reporter
- Sponsor logo featured on web & social media inclusion
- First right of refusal for next year's event
- Opportunities may occur such as official welcomes, sponsor give-away goody bags, table displays
- Display sponsor-provided banner at park
- Sponsor name in "Thank You" on city's social media
- Sponsor recognition within announcements from the entertainment stages
- On-site opportunity for sponsor-provided booth; allowed to sell or fundraise at booth
- Sponsor name in post-festival "Thank You" on city's website, social media and Mercer Island Reporter
- Sponsor name/logo and link on city's website

ENTERTAINMENT \$5,000

- Name or logo in print marketing opportunities (i.e. fest schedule, posters, official guide)
- Sponsor logo featured on web & social media inclusion
- Display sponsor-provided banner at park/stage
- Sponsor name in "Thank You" city's social media
- Sponsor recognition within announcements from the entertainment stage
- On-site opportunity for sponsor-provided booth; allowed to sell or fundraise at booth
- Sponsor name in post-festival "Thank You" on city's website, social media and Mercer Island Reporter
- Sponsor name/logo and link on city's website

SITE SPONSOR \$10,000

(MAX. SPONSOR - 2)

- Sponsor name/logo on print marketing (fest schedule, poster, official guide) and letterhead
- Logo on festival staff t-shirts as produced
- Sponsor name/logo featured in paid social media boost
- Name or logo in print marketing opportunities (i.e. schedule, posters, official guide, All-Island Mailers)
- Sponsor logo featured on web & social media inclusion
- First right of refusal for next year's event
- Opportunities may occur such as official welcomes, sponsor give-away goody bags, table displays
- Display sponsor-provided banner at park
- Sponsor name in "Thank You" city's social media
- Sponsor recognition within announcements from the entertainment stages
- On-site opportunity for sponsor-provided booth; allowed to sell or fundraise at booth
- Sponsor name in post-festival "Thank You" on city's website, social media and Mercer Island Reporter
- Sponsor name/logo and link on city's website



SUPPORTER \$2,500 - \$1,000

- Sponsor name in "Thank You" city's social media
- Sponsor recognition within announcements or signage from the entertainment stage
- Sponsor name in post-festival "Thank You" on city's website, social media and Mercer Island Reporter
- Sponsor name/logo and link on city's website

CITY OF MERCER ISLAND SUMMER CELEBRATION!



SPONSOR COMMITMENT

Name of Business _____
Contact Name _____
Email _____
Mailing Address _____
Phone _____
Website _____

SPONSORSHIP LEVEL

- | | |
|---|---|
| <input type="checkbox"/> Presenting Sponsor - \$20,000 | <input type="checkbox"/> My Payment is included |
| <input type="checkbox"/> Co-Sponsor - \$10,000 | <input type="checkbox"/> Please invoice me |
| <input type="checkbox"/> Entertainment - \$5,000 | <input type="checkbox"/> I would like to pay over the phone with a Visa or Mastercard |
| <input type="checkbox"/> Supporter - \$2,500 - \$1,000 | |

Donations made to the City of Mercer Island are tax deductible under IRS Section 170©(1)

AGREEMENT

The City of Mercer Island agrees to provide benefits corresponding to the level of sponsorship; however, failure by the City to provide any of the enumerated benefits shall not be a cause for any type of claim against the City. The sponsor agrees to release, indemnify, defend, and hold harmless the City of Mercer Island, its elected and appointed officials, agents, employees and volunteers, from any and all claims, losses, damages, suits, or injuries, including attorney's fees, caused by or resulting from the sponsor's acts or omissions. Mercer Island does not guarantee any benefit or profit to the sponsor or any person who participates or partakes in the City of Mercer Island events.

Payments can be taken via check or Visa or Mastercard.

Authorized Signature for Sponsor _____
Printed Name, Title _____
Date _____